

1           Those skilled in the art will appreciate that the program steps used to  
2 implement the embodiments described above can be implemented using disc  
3 storage as well as other forms of storage including Read Only Memory (ROM)  
4 devices, Random Access Memory (RAM) devices; optical storage elements,  
5 magnetic storage elements, magneto-optical storage elements, flash memory, core  
6 memory and/or other equivalent storage technologies without departing from the  
7 present invention. Such alternative storage devices should be considered  
8 equivalents.

9           The present invention is preferably implemented using a programmed  
10 processor executing programming instructions that are broadly described above in  
11 flow chart form and which can be stored in any suitable electronic storage medium.  
12 However, those skilled in the art will appreciate that the processes described above  
13 can be implemented in any number of variations and in many suitable  
14 programming languages without departing from the present invention. For  
15 example, the order of certain operations carried out can often be varied, and  
16 additional operations can be added without departing from the invention. Error  
17 trapping can be added and/or enhanced and variations can be made in user  
18 interface and information presentation without departing from the present invention.  
19 Such variations are contemplated and considered equivalent.

20           While the invention has been described in conjunction with specific  
21 embodiments, it is evident that many alternatives, modifications, permutations and  
22 variations will become apparent to those skilled in the art in light of the foregoing  
23 description. Accordingly, it is intended that the present invention embrace all such  
24 alternatives, modifications and variations as fall within the scope of the appended  
25 claims.

26           What is claimed is:  
27  
28

1. A method of transmitting an audio sample using electronic mail, comprising:  
within an email application program, providing a platform for a sender to  
generate an electronic mail message to a recipient;  
receiving a single command from the sender to attach a predefined audio  
sample; and  
responsive to the sender's command to attach the predefined audio sample,  
attaching the predefined audio sample.
2. The method according to claim 1, wherein the audio sample comprises a  
computer file containing a compressed audio sample.
3. The method according to claim 2, wherein the audio sample further  
comprises a link to a source for purchase of a product containing a representation  
of the audio sample.
4. The method according to claim 3, wherein if the recipient makes a purchase  
from the source, an affinity credit is awarded to the sender.
5. The method according to claim 1, wherein the audio sample comprises a  
link to a source of streaming music.
6. The method according to claim 5, wherein the link further provides access  
to a source of purchase of a product containing a representation of the audio  
sample.
7. The method according to claim 6, wherein if the recipient makes a purchase  
from the source, an affinity credit is awarded to the sender.
8. The method according to claim 1, wherein the single command comprises  
clicking an icon.

1 9. A method of transmitting an audio sample using electronic mail, comprising:  
2 within an email application program, providing a platform for a sender to  
3 generate an electronic mail message to a recipient;  
4 automatically attaching an audio sample to the electronic mail message;  
5 receiving a command from the sender to send the electronic mail message;  
6 and  
7 sending the electronic mail message to the recipient.  
8

9 10. The method according to claim 9, wherein the audio sample comprises a  
10 computer file containing a compressed audio sample.  
11

12 11. The method according to claim 9, wherein the audio sample further  
13 comprises a link to a source for purchase of a product containing a representation  
14 of the audio sample.  
15

16 12. The method according to claim 11, wherein if the recipient makes a  
17 purchase from the source, an affinity credit is awarded to the sender.  
18

19 13. The method according to claim 9, wherein the audio sample comprises a  
20 link to a source of streaming audio.  
21

22 14. The method according to claim 13, wherein the link further provides access  
23 to a source of purchase of a product containing a representation of the audio  
24 sample.  
25

26 15. The method according to claim 14, wherein if the recipient makes a  
27 purchase from the source, an affinity credit is awarded to the sender.  
28

29 16. The method according to claim 9, wherein the automatically attaching takes  
30 place in an enterprise electronic mail server.

1 17. An electronic mail system, comprising:  
2 a programmed processor;  
3 an electronic mail application running on the programmed processor, the  
4 electronic mail application having a user interface including a plurality of user  
5 controls to permit a sender to create and send an electronic mail message to a  
6 recipient; and

7 program means forming a part of the electronic mail application, for  
8 attaching an audio sample to an electronic mail document upon a user's actuating  
9 of a single control on the user interface.  
10

11 18. The system according to claim 17, wherein the audio sample comprises a  
12 computer file containing a compressed audio sample.  
13

14 19. The system according to claim 17, wherein the audio sample further  
15 comprises a link to a source for purchase of a product containing a representation  
16 of the audio sample.  
17

18 20. The system according to claim 19, wherein if the recipient makes a  
19 purchase from the source, an affinity credit is awarded to the sender.  
20

21 21. The system according to claim 17, wherein the audio sample comprises a  
22 link to a source of streaming audio.  
23

24 22. The system according to claim 21, wherein the link further provides access  
25 to a source of purchase of a product containing a representation of the audio  
26 sample.  
27

28 23. The system according to claim 22, wherein if the recipient makes a  
29 purchase from the source, an affinity credit is awarded to the sender.  
30

1        24.    An electronic mail system, comprising:  
2                a programmed processor;  
3                an electronic mail application running on the programmed processor, the  
4        electronic mail application having a user interface including a plurality of user  
5        controls to permit a sender to create and send an electronic mail message to a  
6        recipient; and

7                program means forming a part of the electronic mail application, for  
8        attaching an audio sample to all electronic mail documents.  
9

10       25.    The system according to claim 24, wherein the audio sample comprises a  
11       computer file containing a compressed audio sample.

12  
13       26.    The system according to claim 24, wherein the audio sample further  
14       comprises a link to a source for purchase of a product containing a representation  
15       of the audio sample.

16  
17       27.    The system according to claim 26, wherein if the recipient makes a  
18       purchase from the source, an affinity credit is awarded to the sender.

19  
20       28.    The system according to claim 24, wherein the audio sample comprises a  
21       link to a source of streaming audio.

22  
23       29.    The system according to claim 28, wherein the link further provides access  
24       to a source of purchase of a product containing a representation of the audio  
25       sample.

26  
27       30.    The system according to claim 29, wherein if the recipient makes a  
28       purchase from the source, an affinity credit is awarded to the sender.  
29  
30

1        31.    An electronic mail system, comprising:  
2            a computer network;  
3            a programmed processor forming a part of the computer network;  
4            an electronic mail application running on the programmed processor, the  
5 electronic mail application having a user interface including a plurality of user  
6 controls to permit a sender to create and send an electronic mail message to a  
7 recipient;  
8            an enterprise email server forming a part of the computer network, wherein  
9 email messages created using the electronic mail application are passed through  
10 the email server; and  
11           program means, running on the enterprise email server, for attaching a audio  
12 sample to an electronic mail document sent from the electronic mail application to  
13 the recipient.

14  
15        32.    The system according to claim 31, wherein the audio sample comprises a  
16 computer file containing a compressed audio sample.

17  
18        33.    The system according to claim 31, wherein the audio sample further  
19 comprises a link to a source for purchase of a product containing a representation  
20 of the audio sample.

21  
22        34.    The system according to claim 31, wherein the audio sample comprises a  
23 link to a source of streaming audio.

24  
25        35.    The system according to claim 31, wherein the link further provides access  
26 to a source of purchase of a product containing a representation of the audio  
27 sample.  
28

1 36. An electronic storage medium containing instructions that, when executed  
2 on a programmed processor, carry out a method of transmitting an audio sample  
3 using electronic mail, comprising:

4 providing a platform for a sender to generate an electronic mail message to  
5 a recipient;

6 receiving a single command from the sender to attach a predefined audio  
7 sample; and

8 responsive to the sender's command to attach the predefined audio sample,  
9 attaching the predefined audio sample.

10  
11 37. The electronic storage medium according to claim 36, wherein the audio  
12 sample comprises a computer file containing a compressed audio sample.

13  
14 38. The electronic storage medium according to claim 36, wherein the audio  
15 sample further comprises a link to a source for purchase of a product containing  
16 a representation of the audio sample.

17  
18 39. The electronic storage medium according to claim 36, wherein the audio  
19 sample comprises a link to a source of streaming audio.

20  
21 40. The electronic storage medium according to claim 39, wherein the link  
22 further provides access to a source of purchase of a product containing a  
23 representation of the audio sample.

24  
25 41. The electronic storage medium according to claim 36, wherein the single  
26 command comprises clicking an icon.



1 42. An electronic storage medium containing instructions which, when executed  
2 on a programmed processor, carry out a method of transmitting an audio sample  
3 using electronic mail, comprising:

4 providing a platform for a sender to generate an electronic mail message to  
5 a recipient;

6 automatically attaching an audio sample to the electronic mail message;

7 receiving a command from the sender to send the electronic mail message;

8 and

9 sending the electronic mail message to the recipient.

10  
11 43. The electronic storage medium according to claim 42, wherein the audio  
12 sample comprises a computer file containing a compressed audio sample.

13  
14 44. The electronic storage medium according to claim 42, wherein the audio  
15 sample further comprises a link to a source for purchase of a product containing  
16 a representation of the audio sample.

17  
18 45. The electronic storage medium according to claim 42, wherein the audio  
19 sample comprises a link to a source of streaming audio.

20  
21 46. The electronic storage medium according to claim 45, wherein the link  
22 further provides access to a source of purchase of a product containing a  
23 representation of the audio sample.  
24



1        47.    An enterprise mail server, comprising:  
2            means for receiving an email message from a connected computer;  
3            program means for attaching an audio sample to the email message; and  
4            means for sending the email message with the attached audio sample to a  
5        recipient.

6  
7        48.    The enterprise mail server according to claim 47, wherein the audio sample  
8        comprises a computer file containing a compressed audio sample.

9  
10       49.    The enterprise mail server according to claim 47, wherein the audio sample  
11       further comprises a link to a source for purchase of a product containing a  
12       representation of the audio sample.

13  
14       50.    The enterprise mail server according to claim 47, wherein the audio sample  
15       comprises a link to a source of streaming audio.

16  
17       51.    The enterprise mail server according to claim 47, wherein the link further  
18       provides access to a source of purchase of a product containing a representation  
19       of the audio sample.  
20  
21